

Message Text

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INFO AMEMBASSY ROME

AMEMBASSY BEIRUT

AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMEMBASSY MEXICO CITY

AMEMBASSY PARIS

AMEMBASSY SEOUL

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AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

AMEMBASSY TAIPEI

UNCLAS MILAN 2137

FOR U.S. TRADE CENTERS

E.O. 11652: N/A

TAGS: OCON, XG, XM, XB, XU, XF, XG, XE

SUBJECT: 1976 TRADE CENTER DIRECTORS CONFERENCE - GENDA SUGGESTIONS

REF STATE 266604

1. CIRCUMSTANCES SEEM TO INDICATE CAREFUL CONSIDERATION SHOULD BE GIVEN TO UPGRADING MULTI-COMPANY BSP'S (MBSP) FROM THEIR PRESENT "STEPCHILD" STATUS AND MAKING THEM AN INTEGRAL, FULL-FLEDGED PART OF DEVELOPED MARKET EXHIBIT PROGRAMS, MTC DIRECTOR WHITMAN WOULD LIKE TO HAVE REEVALUTATION OF MBSP'S PLACED ON CONFERENCE AGENDA AND WOULD BE WILLING TO OPEN DISCUSSION WITH BRIEF PRESENTATION MTC VIEWS ON THIS TOPIC.

2. ANOTHER QUESTION MTC WISHES TO SEE DISCUSSED IS THAT OF
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WASHINGTON SUPPORT, ESPECIALLY IN AREA OF NTM PROCUREMENT AND

SHOW SCHEDULING.

3. SINCE EXISTING FEE STRUCTURE PLACES HEAVY PREMIUM ON OPENING UP RELATIVELY NEW AND UNEXPLOITED THEMES, WITH APPEAL TO NEW EXHIBITOR GROUPINGS, CONFERENCE MIGHT ALSO DISCUSS AND REVIEW THE THEME DEVELOPMENT PROCESS TO MAKE SURE WE ARE NOT ENSHRIVING WELL-WORN THEMES WITH LITTLE NTM APPEAL.

4. VARIABLE FEES ALSO SHOULD BE DISCUSSED. TODAY'S STANDARDIZED FEES DO NOT TAKE INTO ACCOUNT MARKET AND TRADE CONDITIONS WHICH VARY WIDELY AMONG COUNTRIES.

5. OF ILLUSTRATIVE TOPICS GIVEN REFTTEL, MTC THINKS FOLLOWING SHOULD BE GIVEN PRIORITY IN AGENDA FORMULATION:

A. HIGH FLEXIBILITY TC CONCEPT

B) EVALUTATION OF ATTENDANCE PROMOTION TECHNIQUESFINA

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NNN

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